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MK/JMP/P12789GB

2. Patent application number
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23 APR 2003

3. Full name, address and postcode of the or of each applicant *(underline all surnames)*

David Watt Stevenson
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United Kingdom

Patents ADP number *(if you know it)*

8616252001

If the applicant is a corporate body, give the country/state of its incorporation

4. Title of the invention

SYSTEM AND METHOD FOR NAVIGATING A WEB SITE

5. Name of your agent *(if you have one)*

Cruikshank & Fairweather

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CRUIKSHANK & FAIRWEATHER

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SYSTEM AND METHOD FOR NAVIGATING A WEB SITE

The present invention relates to an improved system and method for identifying, locating and navigating through information in an internet or intranet or like site. The present invention also relates to a system and method for generating an interactive guide for such a site.

Senior executives in large organisations often have difficulty in obtaining accurate information about what is going on at the detailed level in their organisations. This is because information passed to them has usually been filtered by multiple layers of middle management. In practice, this means that the information received by those executives is often abstracted, manipulated or obsolete. This also means that the information, even if accurate, is inevitably only a high level summary of the real situation. Increasingly, however, corporate web sites contain a wealth of detailed information, which can reflect the real situation in a company, containing information, for example, about its products, staff and organisation. If easy access to this information were readily available, it could provide a valuable resource for senior executives. At present, however, it can be difficult to find the relevant information in a large web site due to the inefficiency of current web site browsing

techniques, and the difficulty of identifying important topics amongst the mass of information available.

Various browsing techniques are available at present for navigating through web sites. The first of these is the conventional search engine. This relies on the searcher knowing the exact word or phrase that is used on the web site to identify a specific topic. Whilst this method of searching can be effective for hard information such as product names, it is less effective when searching for more abstract concepts and where different words and phrases can be used to describe the same or related information. For example, a search on the word "teacher" on a web site can be effective if all the required information is on a page that contains the word "teacher". However, if there is related information on another page that does not include the word "teacher", for example topics such as: "education", "school", "children", and "classroom", then this will not be located by a search engine search on the key word "teacher" alone.

Another conventional approach to assist the user navigate around a web-site is to provide a site map. These typically provide a long list of subject topics and sub-topics, specific to the content of the web site, with

links to individual pages of the web site, which contain these topics. Site maps are generally manually generated and at a relatively high level. Hence, they often lack significant detail and can be relatively flat in organisation and structure. This means that obtaining information can be quite difficult since it not usually possible to "drill-down" beyond one level of information, requiring the user to return to the site map each time they wish to browse information about a different topic.

Another conventional technique for navigating round web sites is manual browsing. Large web sites typically contain many pages that are usually interlinked by multiple possible paths between each page. Selecting links contained within a particular page allows a user to navigate to the next, linked page that contains information identified by the link text or graphic. However, it can be difficult when browsing manually to ensure that pages containing relevant information have not been missed and that a page has not been visited previously. In addition, textual links used on a typical web site often contain insufficient words due to space restrictions to adequately describe the multitude of topics that can be reached via the link. A further disadvantage of manual browsing is that the user often skim-reads each web page, which inevitably leads to more

perceptive emphasis on header text and other items that are highlighted visually on the page, and which may skew the effectiveness of the user in identifying key information when skimming a page, if the required key words are not contained in the emphasised text.

An object of the invention is to provide an improved system and method for navigating around a web site.

Another object of the invention is to provide a method for analysing web site content and creating an interactive guide that allows a user to navigate round the site.

According to a first aspect of the invention there is provided an interactive/electronic guide for providing navigation around an internet or intranet site or such like, the guide being operable to present a plurality of topic identifiers, together with an indication of the importance of the topics identified, each topic being user selectable, wherein selection of a given topic provides access to information on that selected topic.

The guide in which the invention is embodied provides an improved method of finding and navigating to important topics in a web site. It is particularly suitable for aiding senior executives in obtaining detailed information from their web site, although it has wider applications for anyone wishing to navigate a

web site quickly and effectively.

Preferably, topics are presented in pre-determined order, thereby to provide an indication of the importance of the topics. Preferably, the topics are presented in a descending order of relevance, with the most important topics being presented at the top of a list and the least important topics being presented at the end of that list.

The topic identifiers may be one or more key word identifiers. Preferably, the topic identifiers cover all significant topics included in the site.

A graphical indication may be provided to provide a visual indication of a topic's relative importance. The graphical identifier may be a bar. The length of the bar may provide an indication of the importance of the associated topic. The graphical identifier may be selectable, thereby to allow the user to select the associated topic.

Selection of a given topic, whether by clicking on key words or graphical topic identifier or otherwise, may cause one of a plurality of additional guide pages to be presented. These additional guide pages may present an additional plurality of topic identifiers, preferably ordered by the importance of the topics identified, preferably each topic being user selectable, preferably wherein selection of a given topic provides access to

information on that selected topic.

The additional list of topic identifiers may only include topics on a specific site page. Preferably, in the target additional list may contain topics related to the topic selected from the main guide. Preferably, selection of any of the additional identifiers may cause a similar list of additional identifiers to be presented or may cause the "live" web page containing content relating to the desired topic to be presented.

According to another aspect of the invention, there is provided a method of navigating around an internet or intranet site or such like, the method comprising: presenting on a screen or display a plurality of topic identifiers, together with an indication of the relative importance of the topics identified, each topic being user selectable; receiving a user selection of a given topic and providing access to information on the selected topic in response to the user selection.

According to yet another aspect of the invention there is provided a computer program, preferably on a data carrier or some other computer readable medium, the computer program being operable to generate an interactive/electronic guide for use in an internet or intranet site or such like, the program having code or

instructions configured to: present a plurality of topic identifiers, together with an indication of the importance of the topics identified, each topic being user selectable; receive a selection of a given topic, and provide access to information on the selected topic in response to the topic selection.

According to still another aspect of the invention, there is provided a method for creating an electronic guide for an internet or intranet site or such like, the method comprising: analysing every page of the site to identify key topics; allocating a measure of importance to identified key topics, and using that measure to generate an interactive guide that includes a plurality of topic identifiers, together with an indication of the importance of the topics identified.

By analysing every page of a web site or the like and allocating a measure of the importance of key topics, there is provided a very simple but effective way to construct an interactive guide or map for navigating around that web site or the like. Since each page is thoroughly analysed, all its key topics can be included in the topic list. This reduces the chances of a user failing to find the information of interest.

The method may further involve downloading each page of the site in order to do the analysis.

The step of analysing may involve searching for specific words of importance to the site owners. Alternatively or additionally, the step of analysing may involve searching and eliminating topics that are not related to important key words. This latter technique of excluding unrelated words can improve the accuracy of the results when compared with conventional search engines, by reducing the number of irrelevant topics. The related words may be determined by using an electronic dictionary or thesaurus or other method. The look-up of related words may be carried out for all or some of the key topics. Preferably, a topic is only included if it appears in the list of related words for another key topic.

Various aspects of the invention will now be described by way of example only and with reference to the accompanying drawings, of which

Figure 1 is an example view of a Main View of an electronic guide for a web site that has a list of key site topics;

Figure 2 is an example view of a Subsequent View that is presented to a user when a key topic is selected from the list of Figure 1;

Figure 3 is a diagram of the hierarchy of links between the pages shown in Figures 1 and 2;

Figure 4 illustrates the infinite drill-through capability of the guide;

Figure 5 is a high level flow diagram of the steps for creating the guide of Figure 1;

Figure 6 is more detailed flow diagram of the steps taken to create the guide of Figure 1;

Figure 7 is a flow diagram of the steps for devising an initial list of key topics;

Figure 8 is a flow diagram of various steps for reducing the initial key topic list derived from carrying out the steps of Figure 7;

Figure 9 is a flow diagram of the steps for creating the Main View page of Figure 1 using key topic information, and

Figure 10 is a flow diagram of the steps for creating the Subsequent View page of Figure 2.

Figure 1 shows a Main View page of an electronic guide for a web site, in which user selectable key topic identifiers are presented. This can be presented to a viewer prior to pages from the web site being downloaded from a remote server. Mechanisms for creating and downloading web sites are, of course, very well known and so will not be described herein in detail. The key topic identifiers of the Main View shown in Figure 1 are provided in a pre-

determined order, with the most important topics being presented first. This means that a searcher does not need to know in advance the actual text for a topic, which the authors have used in a web site, but rather can select from a list of possible topics of most interest to them. So, for example, a web site for teachers might identify all the topics "teacher", "education", "school", "children", and "classroom" as being the most important topics in the site, and display these at the top of the list of important topics, allowing the user to click on any of these to navigate to relevant content. Given that a visitor to a web site for, or about, teachers is likely to be interested in all these topics, this is a key benefit over a conventional search engine, which would return content about the single topic "teacher" only.

As well as presenting topics so that the most important are first in the list, the Main View page of Figure 1 provides a visual profile that gives a clear visual indication of the relative importance of various topics. In particular, Figure 1 shows a list of key topics, together with a graphical indication of the importance of these topics, with the most important topics on the site being presented at the top. More specifically, for each topic in the guide of Figure 1, there is provided a bar that illustrates the

importance of that topic to the site. This allows important content to be highlighted even if it is hidden deep in the web site rather than clearly displayed on the home page of the site. The key topics list can show each of the key topics as a single or multi-word phrase.

Typically, the key topics list extends over several site pages. To accommodate this, generally, a set of navigation buttons including a "next" button is provided. Clicking this causes the next set of key topics to be listed. Clicking through successive sets of key topics takes the user from the most important set to least important set of key topics in consecutive order.

Each topic identifier or bar in the key topics profile may be selected. Clicking on either of the identifier or bar causes a Subsequent View, containing another topic list, to be presented. In this Subsequent View, the information may be related specifically to a page that contains content relevant to the selected key topic in the Main View. From here the user can click to the live web page itself; to other Subsequent View pages that are important to the selected topic or to still other Subsequent View pages that contain information related to the other key topics listed on this Subsequent View page. Such click-through capabilities allow easy access to key content via a drill-down capability, which

eliminates the need to return to a site map page or Main View when wishing to navigate to another important topic.

Figure 2 shows an example of a Subsequent View that is presented when one of the topics or bars of Figure 1 is selected. In this, all the key topics on a page containing the key topic selected in the Main View are listed in descending order of importance. This allows easy access to related topics because inter-related topics are often clustered on the same page and so clicking on any of these related key topics takes the user straight to the top page for that target topic, making for easy browsing.

In the Subsequent View of Figure 2 topic ratings are also provided. These show how highly this topic rates relative to other topics, both on this page and on the site as a whole. In particular, an indicator having two scales and two pointers is provided. The pointer of the first scale indicates the importance of the selected key topic to the overall site. The pointer of the second scale indicates the importance of a selected topic in the Subsequent View list relative to other topics in that Subsequent View list. Clicking through successive Subsequent Views of key pages for a selected topic - using navigation buttons such as "next" takes the user from the most important to least important key pages

for this topic, in consecutive order. Figure 3 shows how the pages of Figures 1 and 2 are linked.

Figure 4 illustrates the operation of the infinite drill-through capability of the invention, where the linked nature of the guide of Figure 2 provides a drill-down capability of unlimited depth. This is not possible in a conventional site map. This drill-down capability relies on the fact that inter-related topics are often clustered around each other in text on a page. So, for example, related topics such as "education", "school", "children", and "classroom" are often clustered on a web page around the word "teacher". This allows a searcher who has clicked-through from the Main View to the first Subsequent View for the topic "teacher" to review all the other key topics on that page, including those closely related, and then click-through to the first Subsequent View for any of the other key topics on the page. This allows an infinite drill-through the site, clicking between topics and pages without returning to the Main View or a site map, thereby providing a significantly improved technique for navigating around the site. In contrast, a conventional site map would require the user to click back to the site map to click-through to pages for another topic on the site.

Figure 5 shows the steps that have to be taken to construct the guides of Figure 1 and 2. In practice, these steps would be carried out by guide creation software running in a suitable processor (not shown). The first step is to fully and comprehensively analyse the web site of interest to identify key subject matter topics. To do this, every accessible page from the target web site is firstly downloaded from the server or computer based processor on which it is provided to the processor that includes the analysis software. Each page is then analysed to identify key topics. The importance of each key topic is then determined, and this is used to generate the guide. More specifically, each page of the site is processed, once only, to extract the important topics. This ensures that the key topics on each page are identified and logged only once on each page. Mutually exclusive, mutually exhaustive processing is applied to all accessible content on the web site. It should be noted that the process does not distinguish between different content formats. Hence, text that is formatted as a heading is processed the same as body text to eliminate the perceptive bias, which can occur when a user skim-reads a page.

In order to identify the key topics, the basic technique used is to process every word on the site, and

successively reduce the number of potential topics from the entire word content down to a manageable level, thereby to highlight key topics. As a specific example,

identifying key topics involves identifying an initial reduced list of single key words; amending the reduced list to include multi-word phrases, and excluding single words, other than some selected single words from the reduced list, as shown in Figure 6. The step of identifying the initial reduced list involves counting the number of occurrences of every word in the site; comparing these numbers with an average frequency for each word, and selecting those words that have an above average frequency of occurrence, as shown in Figure 7. This is done using conventional search engine techniques, which are well known.

Once the initial reduced list is determined, several techniques are employed to reduce the number of key topics that are included. This is necessary because conventional search engine techniques have limited accuracy and relevance, often including phrases in the reduced list that are not really key to the specific content of the web site. One technique for reducing the key topics is to search for and include multi-word phrases. This is done by locating each occurrence of a

word in the initial reduced list and extracting and appending subsequent words on the site to form key phrases for each key word, as illustrated in Figure 8. The occurrence of each of these key phrases is counted,

and those phrases that have the highest frequency are selected and included in the list.

After the multi-word phrases are analysed and added to the list, some of the single word topics on the list are excluded, as indicated in Figure 6. This is because, in general, single word topics convey less-specific information to the user than multi-word topics, and hence may be less relevant to the user who wishes to identify specific information quickly. For example, the addition of a second, perhaps descriptive word to a single word significantly enhances the meaning, e.g. "chemistry teacher" conveys more information about the teacher than just "teacher" and hence chemistry teacher can be retained as a more specific, and hence potentially more relevant topic than teacher. Nevertheless, some single word exceptions are retained. For example, topics that are proper nouns, for example the names of people, places or products, are included because these often refer to proprietary or personal information, e.g. trade names or the names of important people such as the CEO, which can

be indicative of important topics for an executive to find. Words that are not included in a standard dictionary can also be retained. This is because any word not in a dictionary is likely to be highly specialised or unusual, and hence there is a high chance this will be related to this web site, regardless of the specific content of the web site. The web site analysis also excludes those topics which are not related to at least one other topic in the reduced list. A dictionary or thesaurus or other method can be used to determine related words. As an example, on the site about "teachers", a topic of "dog" bears no obvious relation to any of the other, teacher-related key topics, and hence can be excluded, whereas a topic of "education" in the reduced list will be identified as related to "teacher" (and probably also to other topics in the reduced list) and hence will be included. Similarly, words which can be loosely related to "education" but do not appear to be related to "teacher" can also be included, building a list of key topics which gradually reduces in relevance as the reduced list is traversed but which excludes unrelated topics. An advantage of testing for related key words is that the process removes the need to select in advance initial key words to which all others have to be related. This is because all potential

topic words in the reduced list are tested for a relationship to every other word in the reduced topic list. Alternatively, a subset of the reduced topic list can be tested to reduce the processing required.

The search process is adapted to give preference to topics with large variance in position with respect to formatting elements such as bounding boxes (hidden or visible) on and in a page. This is because many words that are not true topics appear in the same place in many or all pages e.g. in a banner or button bar repeated at the same place on each page. These can appear erroneously in conventional searching, which relies on frequency of occurrence alone. However, a feature of real topics is that they are often spread amongst text, rather than at one specific place in the document. As a result, checking for the variance in position of topics with respect to the formatting elements, which generally surround banners and button bars, tends to exclude some of these statically-located elements from the reduced list.

Once the reduced list of key topics on all pages of the site is determined, the content of each page that has been previously logged is re-analysed, page-by-page to identify those pages that rank highest for topics in the final reduced list. At the same time, each page is also

processed to generate a page-by-page topic list of key topics on each page. The reduced list is then used to generate all Main Views and the page-by-page topic list is used to generate all Subsequent Views. In order to provide a topic rank, the incidence of each topic is used to allocate a measure of importance to that topic, see Figure 6. This can be done by counting the number of times a particular topic is mentioned on the site as a whole.

When a measure of the importance of each topic is determined, this is used to construct the Main View of the guide or map. Generally, topics that are of most importance are presented at the top of a key topic list, as shown in Figure 1. In this way, the guide in which the invention is embodied provides a very simple and effective mechanism to enable the user to navigate around a web site. Ideally, the guide or map is presented automatically to a user when the web site is accessed. In order to ensure that the map is up-to-date, the web site should be analysed regularly.

The overall strategy for analysing the site can be summarised as follows:

Identify an initial reduced list of single key words by counting the number of occurrences of every word in the site; comparing the number of occurrences of each

word with the average frequency of each word on the web site or over a large number of web sites, or in a target language or languages, and selecting those words having the highest frequency compared with the average. Once this is done, the reduced list is amended to include multi-word phrases by: locating each occurrence of words in reduced list on the site and extracting and appending subsequent words on the site to form key phrases for each key word; counting the number of occurrences of each key phrase in site, and selecting those phrases that have the highest frequency on site. Then, single words are excluded from the reduced list with the exception of proper nouns or words that are not in the dictionary or words that are related to other words in reduced list. The phrases are then ranked according to their incidence in site and the highest ranking phrases are selected and included in the final key topic list for the site as a whole. Subsequent to this, the content of each page is re-analysed page-by-page from previously logged information to identify those pages with the highest importance for each topic in the final reduced list. All other key topics in the reduced list on the page are also then logged in a page-by-page key topic list to be used to generate Subsequent Views later in the process. Once

this is done, the Main and Subsequent Views of the guide can be generated.

Once key topics are identified, the Main and Subsequent Views for the guide can be generated. The steps for doing this are shown in Figures 9 and 10. To do this, two page templates firstly have to be generated, one for the Main View, as shown in Figure 1, and one for the Subsequent Views, that is the pages shown in Figure 2. These templates can take any desired form or layout or design. Once the templates are provided, they can be used to generate the guide. This involves selecting a page template structure for Figure 1, that is a Main View page layout (HTML code). Then, preferably starting from the most important topic in the key topic list, each topic and rank is inserted as HTML code in the template. The page is then published to a results web site. This is repeated until all key topics have been inserted into templates. Once this is done, topic pages, as illustrated in Figure 2, Subsequent View are then generated. This is done by selecting a page template structure for Figure 2 page layout (HTML code). Then preferably starting from the most important page for each topic, key topics from the page-by-page key topic list and corresponding ranks are inserted as HTML code in the template. The page is then published to the results web

site. This is repeated until all pages for the key topic have been inserted into templates. The whole process is then repeated for all other key topics in the reduced list. Once the guide is created, it can be incorporated into the relevant web site or hosted as a separate, linked web site, in such a manner that it is presented to a user when the site is selected or when the user wishes to browse the site. Techniques for implementing this are of course well known in the art.

A skilled person will appreciate that variations of the disclosed arrangements are possible without departing from the invention. For example, a home page preview may be presented in the Main View together with the key topics list, as shown in Figure 1. This would typically show a preview of the site home page, thereby giving a quick visual indication that the user is looking at the correct site. As a second example, the Subsequent View may show a page preview of the page which the topic list refers to, to allow the user to quickly evaluate whether the page warrants further investigation e.g. clicking to the live page. Accordingly, the above description of a specific embodiment is made by way of example only and not for the purposes of limitation. It will be clear to the skilled person that minor

modifications may be made without significant changes to the operation described.

Claims

1. An interactive/electronic guide for navigating around an internet or intranet site or such like, said guide being operable to present a plurality of topic identifiers, together with an indication of an importance of the topics identified, each topic being user selectable, wherein selection of a given topic provides access to information on that selected topic.

2. A guide as claimed in claim 1, wherein topics are presented in pre-determined order, thereby to provide an ordered indication of the importance of the topics, preferably, wherein the topics are presented in a descending order of relevance, with the most important topics being presented at the top of a list and the least important topics being presented at the end of that list.

3. A guide as claimed in claim 1 or claim 2, wherein a graphical indication is provided to provide a visual indication of a topic's importance, for example a bar.

4. A guide as claimed in any of the preceding claims, wherein selection of a given topic causes one of a plurality of additional guide pages to be presented.

5. A guide as claimed in claim 4, wherein the additional or Subsequent View guide pages include an additional plurality of topic identifiers, preferably ordered by the importance of the topics, preferably each topic being user selectable, preferably wherein selection of a given topic provides access to information on that selected topic.

6. A guide as claimed in claim 4 or claim 5 wherein preferably the additional guide pages are presented in pre-determined order, thereby to provide an ordered indication of the importance of key sections of the site to the topic selected, preferably, wherein the pages are presented in a descending order of relevance to the topic with page(s) for the most important sections being presented first and page(s) for the least important sections being presented last, preferably, wherein each section consists of a single key page.

7. A method of navigating around an internet or intranet site or such like, the method comprising: presenting on a screen or display a plurality of topic identifiers, preferably together with an indication of the importance of the topics identified, each topic being user

selectable; receiving a user selection of a given topic and providing access to information on a selected topic in response to the user selection.

8. A method as claimed in claim 7, further comprising presenting one of a plurality of additional guide pages in response to selection of a given topic.

9. A method as claimed in claim 8, wherein the additional or Subsequent View guide pages include an additional plurality of topic identifiers, preferably ordered by the importance of the topics, preferably each topic being user selectable, preferably wherein selection of a given topic provides information in response to selection of a given topic.

10. A method as claimed in claim 8 or claim 9 wherein preferably the additional guide pages are presented in pre-determined order, thereby to provide an ordered indication of the importance of key sections of the site to the topic selected, preferably, wherein the pages are presented in a descending order of relevance to the topic with page(s) for the most important sections being presented first and page(s) for the least important

sections being presented last, preferably, wherein each section consists of a single key page.

11. A computer program, preferably on a data carrier or some other computer readable medium, said computer program being operable to generate an interactive/electronic guide for use in an internet or intranet site or such like, said computer program having code or instruction configured to: present a plurality of topic identifiers, together with an indication of the importance of the topics identified, each topic being user selectable; receive a selection of a given topic, and provide access to information on that selected topic in response to the topic selection.

12. A method for creating an electronic guide for an internet or intranet site or such like, said method comprising: analysing every page of the site to identify key topics; allocating a measure of importance to each identified key topic, and using said measure to generate an interactive guide that includes a plurality of topic identifiers, preferably together with an indication of the importance of the topics identified.

13. A method as claimed in claim 12 further involving downloading each page of the site from a server or like computer based processor, preferably to another computer based processor in order to do the analysis.

14. A method as claimed in claim 12 or claim 13, wherein the step of analysing involves identifying an initial reduced list of key topics, preferably by counting the occurrence of every word on the web site; determining an average occurrence of every word on the web site by averaging the occurrence of each word on the web site or over a large number of web sites or in a target language or languages; selecting those words that have an above average occurrence, and including the selected words in the initial reduced list.

15. A method as claimed in claim 14, further comprising amending the reduced list to include multi-word phrases, preferably by locating each occurrence of words in the reduced list; extracting and appending subsequent words on the site to form key phrases for each key word; counting the number of occurrences of each key phrase in site, selecting those phrases which have highest frequency on site, and adding those selected phrases to the list.

16. A method as claimed in claim 15, further comprising excluding all but selected single words from the list, preferably, wherein the selected single words include proper nouns and/or names of people or places and/or words related to other words on the list.

17. A method as claimed in claim 16 further comprising ranking words or phrases in the list according to how often they are used on the web site and selecting the highest ranking of these to define the topic list.

18. A method as claimed in any of claims 12 to 17 comprising inserting each topic and its associated rank, preferably starting from the most important topic, into a Main View guide page template; and repeating this until all key topics have been inserted into the Main View template, thereby to create a first guide page.

19. A method as claimed in claim 18 comprising for a selected one of the key topics in the first guide page inserting into a Subsequent View guide page template each associated topic and its rank, preferably starting from the most important topic; and repeating this until all

associated topics have been inserted into the template, thereby to create an additional guide page.

20. A computer program, preferably on a data carrier or some other computer readable medium, said computer program being operable to create an electronic guide for an internet or intranet site or such like, the computer program having code or instructions for: analysing every page of the site to identify key topics; allocating a measure of importance to each identified key topic, and using said measure to generate an interactive guide that includes a plurality of topic identifiers, preferably together with an indication of the importance of the topics identified.

Figure 1 - Example Main View

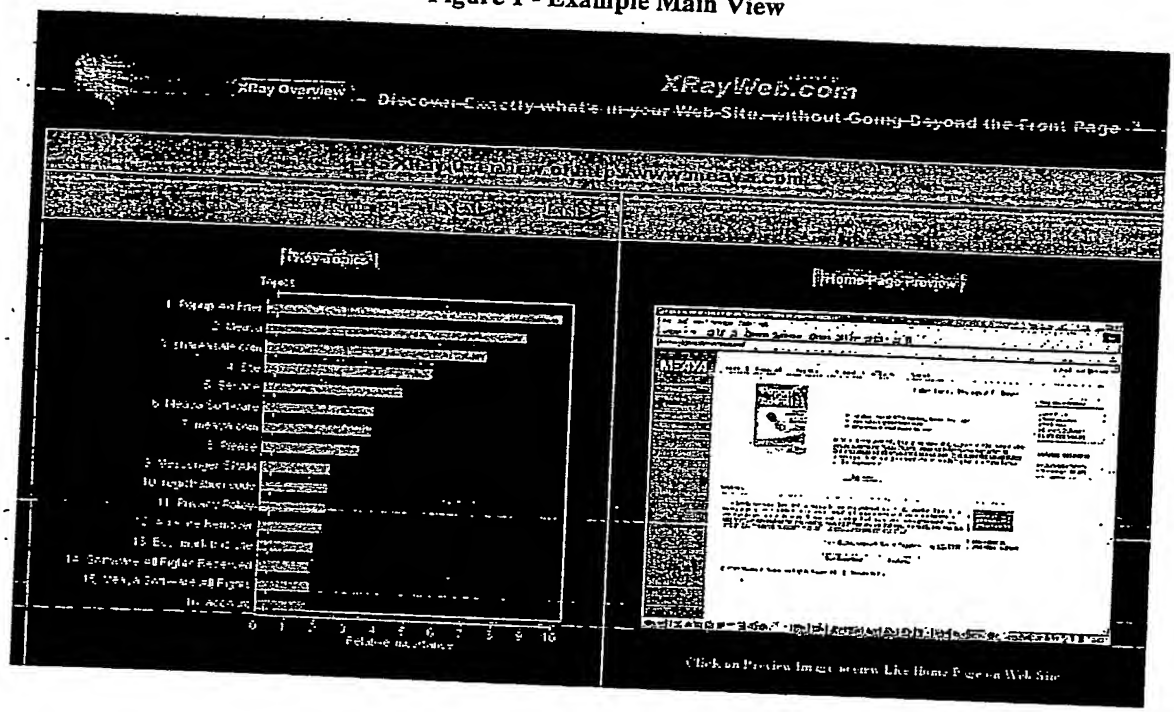

Figure 2 - Example Subsequent View

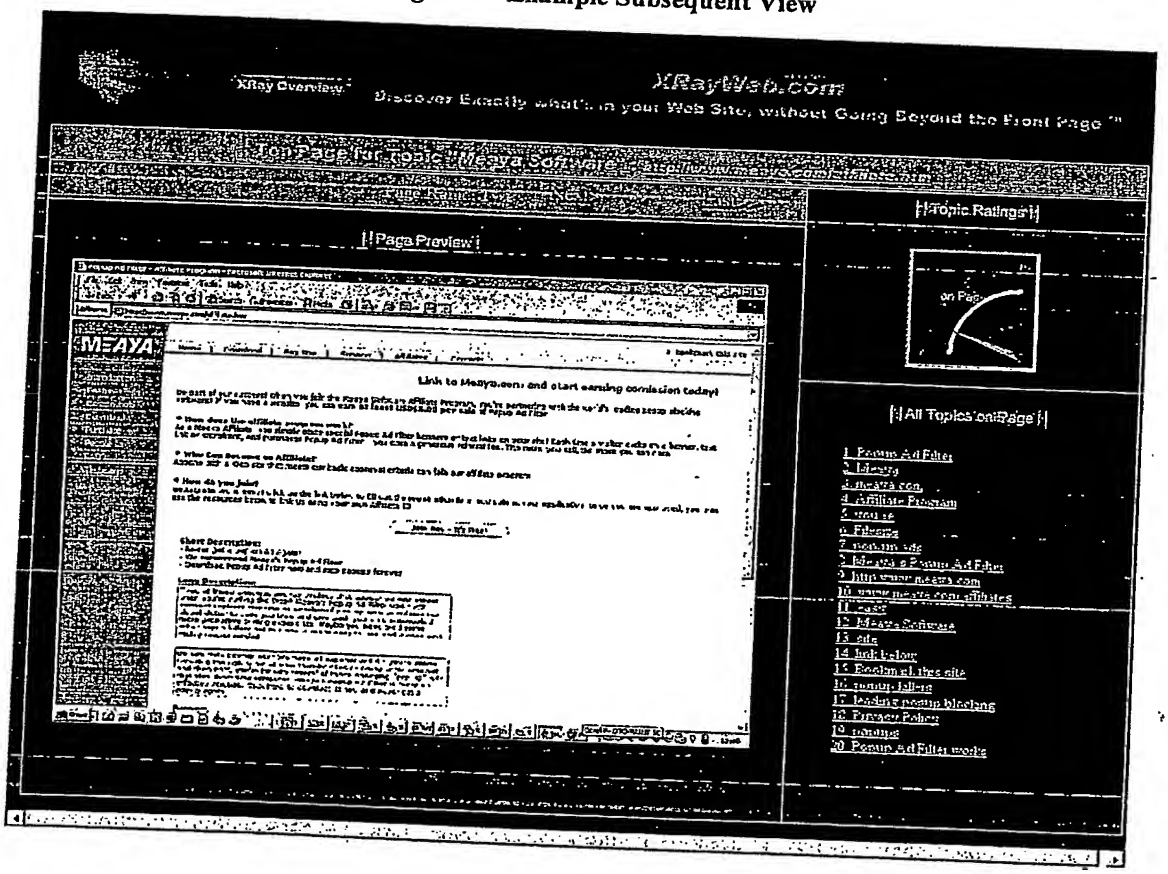

Figure 3 – Link Hierarchy of Guide

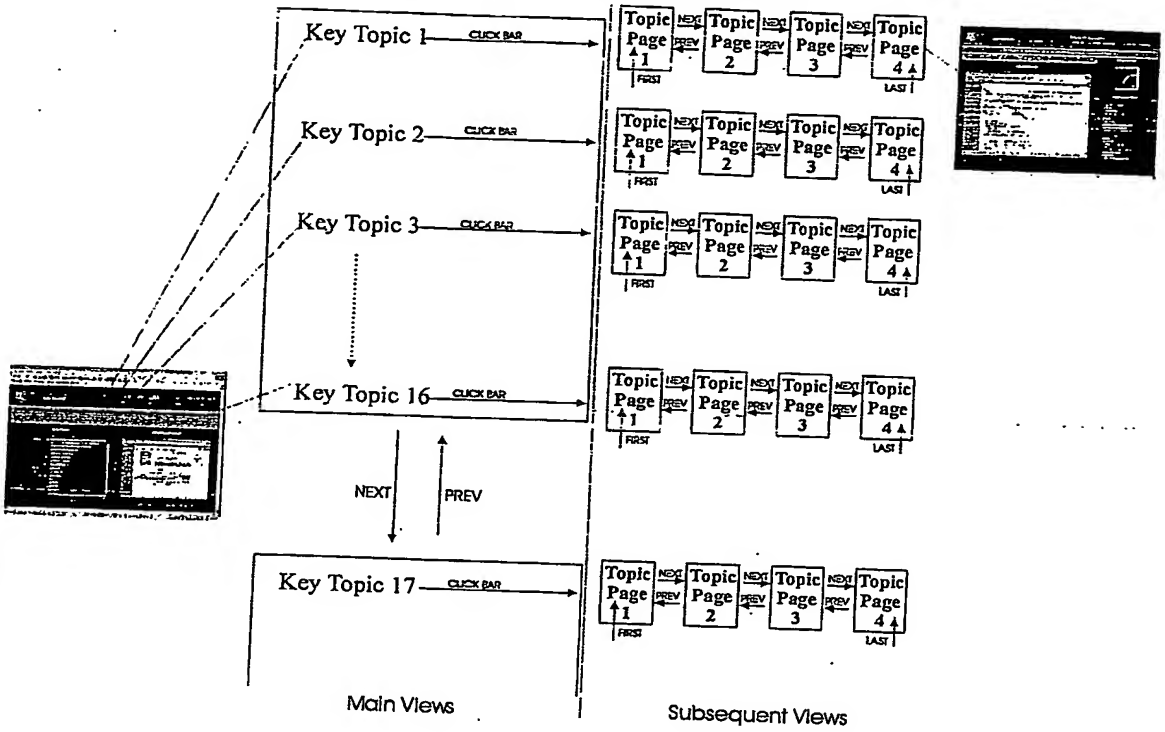

Figure 4 - Drill-Through Link Structure

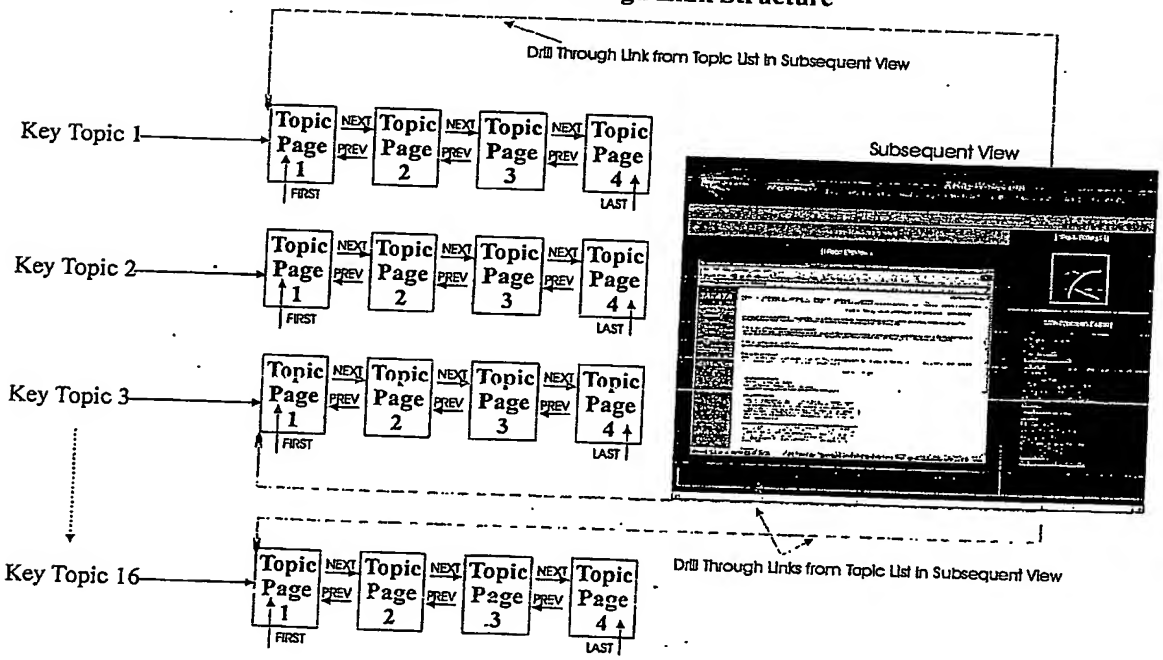

Figure 5 - Method for Generating Interactive Web Site Guide

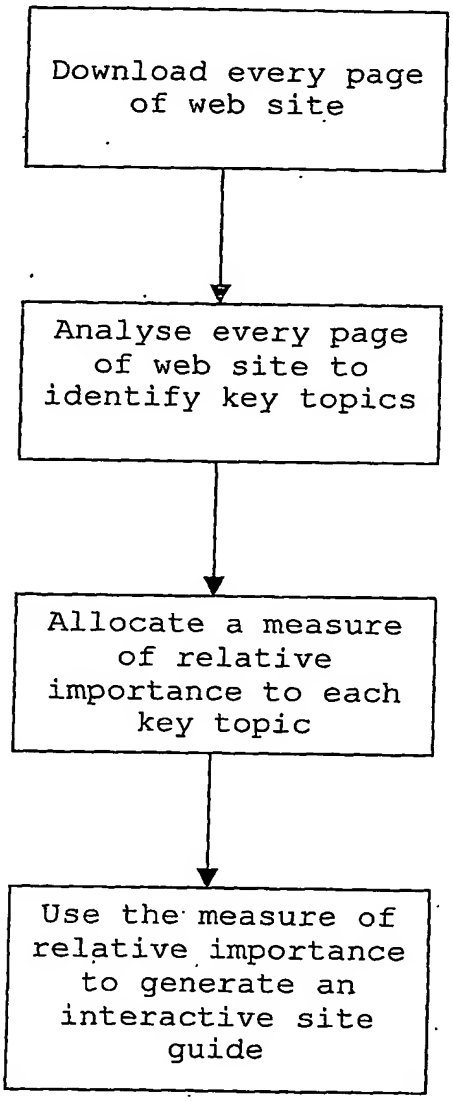

Figure 6 Method for Identifying and Allocating Measure of Importance to Key Topics

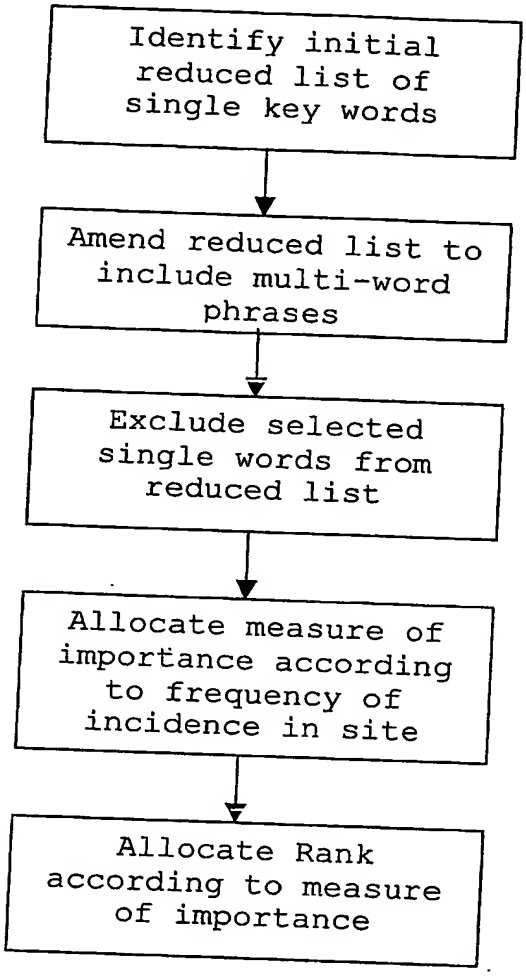

Figure 7 - Identify Key Word List

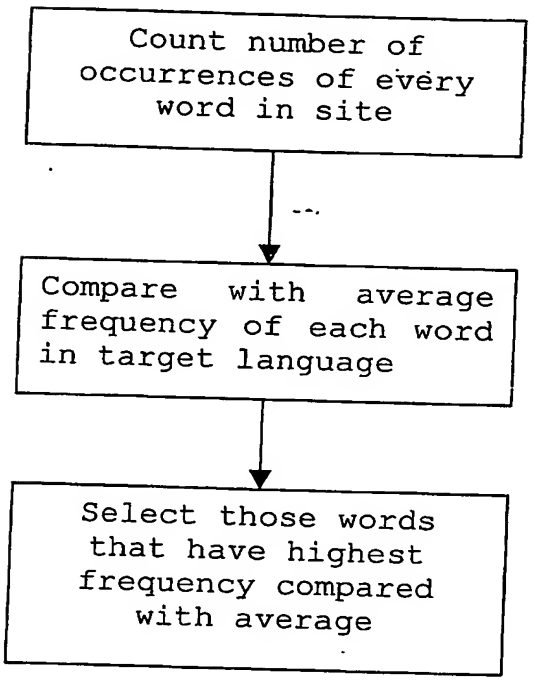

Figure 8 – Extend List to include Multi-Word Phrases

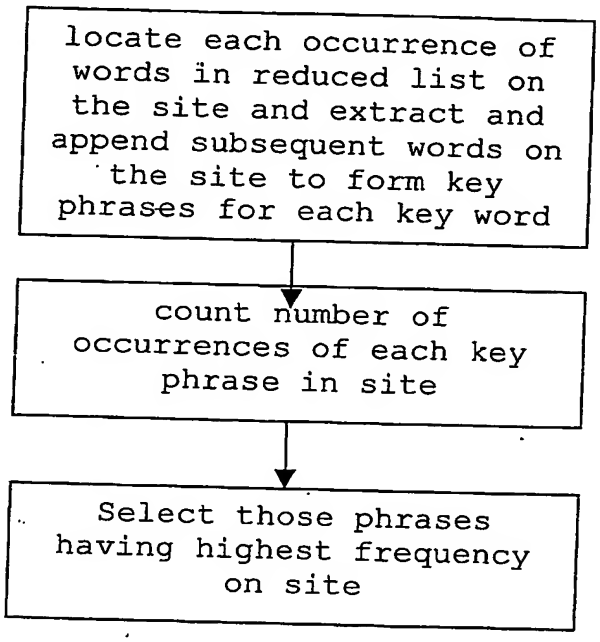

Figure 9 Generate Main View pages

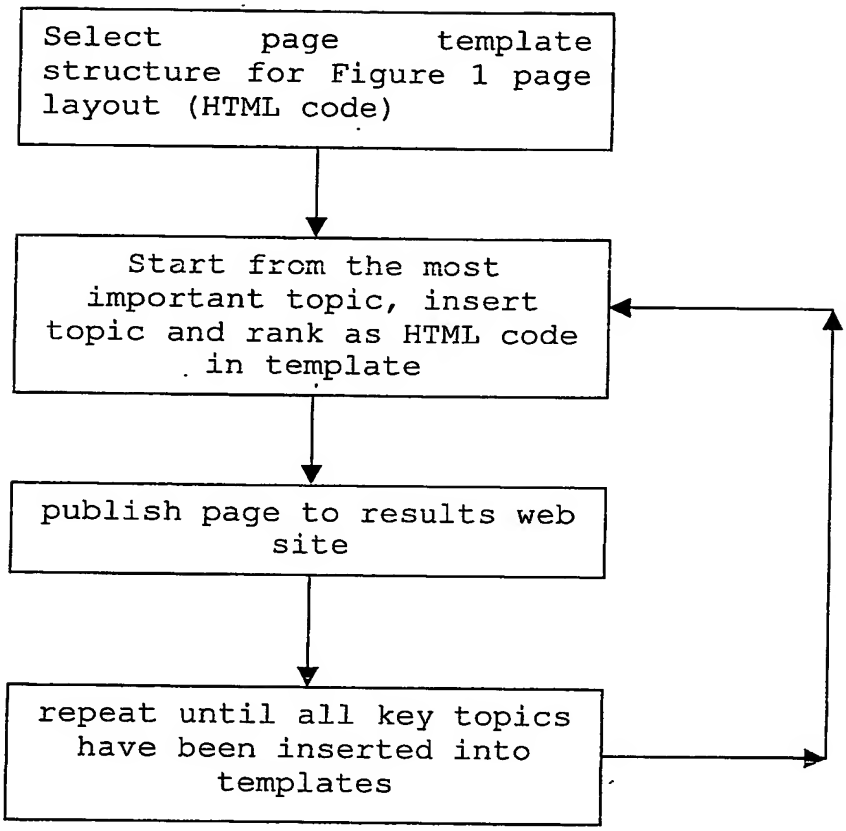

Figure 10 Generate Subsequent View pages